



USING MAGNETMAIL'S SHARE WITH YOUR NETWORK (SWYN) FEATURE

WHAT IS SHARE WITH YOUR NETWORK?

In this new era of customer engagement, two mediums are top-of-mind with every marketer: email marketing and social networking. Real Magnet announces the combination of the two in its new Share With Your Network (SWYN) feature.

SWYN enables message recipients to *post your content to their profiles on various social sites*, multiplying the exposure of your organization and its messages across more than 50 social networks, including Facebook, LinkedIn and Twitter. And because MagnetMail can track this activity, you gain keen insight into how your recipients use social networking and who are your organization's key evangelists.



WHAT SHOULD I SHARE?

You should consider sharing anything that is relevant, compelling, and interesting to your recipients' networks, such as newsletters, news releases, announcements, promotions, event invitations, and open letters from your CEO or Executive Director.

While you may be eager to share all the content you create, some content is simply not ripe for sharing: messages containing personal information, especially financial data; special promotions or pricing meant only for a specific group; or minutes or financial information intended only for Board members.

With that in mind, you may want to have more than one MagnetMail message template in your account – one that features a SWYN icon and one that doesn't – to make sure you have all your bases covered.

GET STARTED TODAY:

You can insert SWYN icons & links into your messages today using the WYSIWYG editor.

To update your MagnetMail templates with the SWYN icon, contact

GraphicsTeam@RealMagnet.com.

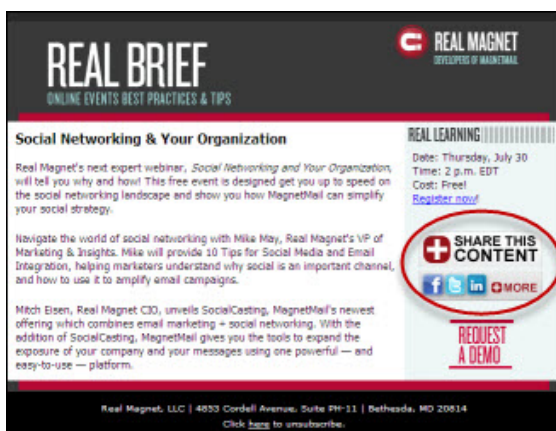


HOW DO I ADD SOCIAL ICONS & LINKS TO MY MAGNETMAIL MESSAGE?

There are 3 ways to include SWYN in your MagnetMail messages. None of them are mutually exclusive.

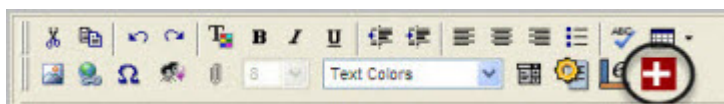
1. Add a SWYN icon to your current MagnetMail templates.

In many cases, the best solution will be to add an icon to your existing MagnetMail templates using one of our standard Share This Content icons (see sample below). Real Magnet's Graphics Team will update your template with a standard icon or help you design your own. Contact us at GraphicsTeam@realmagnet.com for more information. Standard graphic design fees apply.



2. Insert a SWYN icon or link in the message content using the WYSIWYG editor.

A SWYN button has been added to the WYSIWYG toolbar, enabling you to add a social icon directly into the message body. SWYN also enables content sharing via a text. Simply click on the **Hyperlink** icon on the toolbar and follow the steps to **Insert Social Networking Link**. There is no cost associated with using SWYN via the WYSIWYG editor.



Once you click on the SWYN button on the WYSIWYG toolbar (above), you can choose from one of five standard SWYN icons (right).

3. Paste SWYN links directly into your HTML code.

If you create your message content with your preferred HTML design software, like Dreamweaver®, you can get the SWYN links to include in your code directly from MagnetMail. In the Copy/Paste template, click on the **Insert Keywords** link, click **Social** from the top menu, copy the link(s) you need and add them to your HTML code. After the entire message is created in your HTML design software, paste the code into the MagnetMail Copy/Paste template. These SWYN links are free to all MagnetMail users.



For step-by-step guidance on SWYN, read our detailed tutorial.



HOW DO I TRACK MY SWYN ACTIVITY?

When it comes to social media marketing, MagnetMail's SWYN goes a step further – giving you actionable insights into who is sharing your content, how often, on what sites, and much more.

There are three levels of data that MagnetMail captures through its SWYN tracking.

1.

Shared By reports all unique recipients who posted your content to a social site. By clicking on the red **Details** button, you can see who posted your content and when, and how many followers viewed your content.

3.

Social Page Clicks goes one step further. This data shows you which links in your message were clicked by people who viewed the content after accessing it from a social network. For example, one of your recipients posted your content to his/her Facebook page then one of his/her friends viewed and clicked a link in your content. This action will be recorded as a **Social Page Click**.

MagnetMail
Integrated Email, Forms, and Fax

Home | 301-652-5074 | **NEW** Help Site

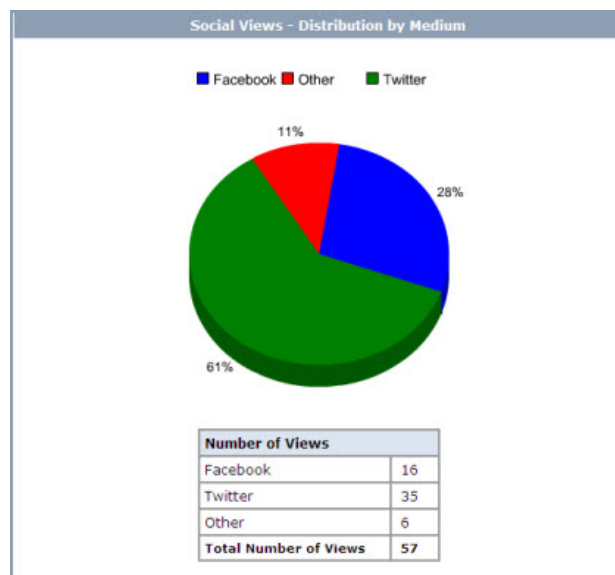
MESSAGES CONTACTS SEND TRACK SURVEYS EVENTS CAMPAIGNS TOOLS

Message Tracking [Spam Checker](#)
Message: MagnetMail Social Integration

Message Sent Results			
Sent to Groups:			
Sent:	10 Messages were sent		
Delivered:	9 Messages were successfully delivered	90.0 % of e-mails sent	
Opened:	5 Recipients opened this message	55.6 % of delivered e-mails	
Links:	3 Recipients followed a link	33.3 % of delivered e-mails	
Unsubscribed:	0 Recipients unsubscribed	0.0 % of delivered e-mails	
Bounced:	1 Messages could not be delivered	10.0 % of total sent	
SocialCasting Results			
Shared By:	3 Recipients shared this message		
Social Page Views:	14 views		
Social Page Clicks:	2 clicks from the shared message.		

2.

Social Page Views counts how many times your shared content is viewed across social networks. This is the amplification factor that makes the SWYN feature so valuable: Your content is being shared with viewers who are not on your original email list! By clicking on the red **Details** button you see the distribution of views by social site in both chart and graphic forms (see below).



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